



Docket No.: 069609-0001

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of	:	Customer Number: 20277
DOBRONSKY, OREN, et al.	:	Confirmation Number: 3093
Application No.: 09/864,551	:	Group Art Unit: 2174
Filed: May 26, 2001	:	Examiner: Thanh T. Vu

For: SYSTEM AND METHOD FOR THE DYNAMIC IMPROVEMENT OF INTERNET BROWSER NAVIGABILITY

**REQUEST FOR RECONSIDERATION**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This paper is responsive to the non-final Office Action issued on June 28, 2005, a request for a one-month extension of time being presented herewith. Reconsideration of the rejection based on the following observations is respectfully requested.

Claims 1 and 3-33 under examination in this application, claims 1, 11, 17, 22, 23 and 28 being independent, stand rejected under 35 USC 102(e) as anticipated by Shafron. Before addressing this ground of rejection in substance, please recognize that the current prosecution has been protracted and circuitous. The Office Action issued on March 1, 2004 imposed a rejection under 35 USC 102(e) predicated on the Shafron reference. That reference was removed in response to an amendment dated June 1, 2004, in which additional claim limitations were presented. A different reference, Winamp, was applied in the Office Action dated September 10, 2004. In response, further limitations were added per March 10, 2005 Amendment.

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Now, Shafron is back once again, under 35 USC 102(e). Applicant's frustration can be understood.

The Examiner, pointing repetitively to descriptions on pages 2, 3, 5, 16 and 42, predicates this resurrected ground of rejection on certain disclosure in Shafron in which graphical information and text label are dynamically updated based on a web site that is accessed via a browser. Applicants have studied the Shafron reference carefully, but can identify no disclosure that teaches, or can be fairly said to suggest, updating graphical information and text label of a user-selectable button in the plug-in toolbar area of the browser -- dynamically based on a web site that is being accessed via the browser as claimed (e.g., claim 1). Examples of this claimed functionality are given in the text and drawings of the current application, particularly Figs. 10 and 11, in this regard.

Shafron does describe updating the content of a toolbar, but that content is not based on the web site being accessed via the browser (which corresponds to the user's surfing); the reference instead adds sponsored links into the links appearing at the "favorites"/"bookmarks," which are part of the browser features, not dynamic buttons that provide contextual links on the plug-in toolbar, as claim 1 requires. Similar limitations are presented in independent claims 11, 17 and 22. Claim 23 requires receiving (from a client) an identifier *based on the web site being accessed by a browser*, and retrieving from a database graphical information and/or a text label associated with the identifier. The graphical information/text label is sent to the client for dynamically updating a displayed user selectable button. Claim 28 provides controlling internet add-on software based on content available in a browser in which an identifier accessed via the browser is received, and a configuration is associated with the identifier, retrieved from a remote database, which controls a visual and/or non-visual behavior of the browser or add-on software.

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The configuration is sent to a client for dynamically updating client behavior based on the identifier. This configuration may be structured to display graphic information in a toolbar area of the browser (claims 29 and 30) or outside the toolbar area in a pop-up window of the browser (claim 31). In all claims, there is interaction between the web site the user is accessing via the browser and dynamic change in the content presented to the user. Shafron does not show this.

That is, Shafron does not cause any change in content presented to the user, within the toolbar area of the browser or elsewhere -- *based on* the web site the user is visiting. An example of toolbar content change, in Shafron, page 42, is obtaining information from a “preferred web site, even though the user is surfing *a different web site.*” (emphasis added). Another feature of Shafron, described on page 16, lines 5 et seq., ensures that an interface object survives a user move from one Internet site to another; this is saliently different from what is claimed. And the concept of adding “bookmarks” or “favorites” links has nothing to do with dynamically changing the content presented to the user via plug-in toolbar or visual/non-visual browser behavior or Internet add-on software, based on the accessed web site, as claimed.

Indeed, Shafron is concerned simply with retaining an ability to display and periodically change or update a part of an Internet browser interface while the browser is activated (see page 2, lines 19 et seq., noted by the Examiner). This is objectively not equivalent to the claimed requirement of updating graphical information and text dynamically *based on* a web site being accessed. Continued rejection of the independent claims of this application is inappropriate, and hence traversed.

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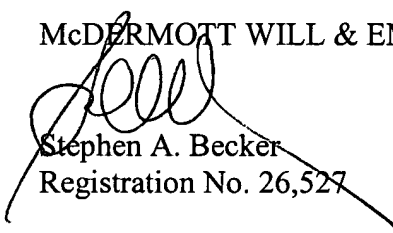
Furthermore, the dependent claims of this application are of patentable significance as each describes structures and functionalities in combination with the claims from which they depend, not found or suggested in Shafron.

Favorable reconsideration and allowance of this application are respectfully requested, with invitation to the Examiner to phone the undersigned in order to resolve any outstanding issues.

To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account 500417 and please credit any excess fees to such deposit account.

Respectfully submitted,

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